

# Mint Selects Grey Advertising to Support 50 States

May 12, 1998

---

## Commemorative Quarters Program

---

Washington, D.C. — The U.S. Mint today announced that Grey Advertising has been selected to support the marketing of the upcoming 50 States Commemorative Coin Program to commence in January 1999.

Grey will be retained for a two-year contract, through May 2000, to assist with aspects of promoting and publicizing the program; including the development of an integrated marketing program; direct marketing; direct response print advertising; public awareness and education; internet information and graphics, and other promotional activities. Grey was selected after a rigorous, competitive review process.

Public Law 105-124 authorizes the Treasury to issue a series of circulating quarter dollars with reverse designs emblematic of each of the 50 States. The States will be honored in the order in which they ratified the Constitution or were admitted to the Union. There will be five State designs produced and issued each year beginning in 1999; the Washington portrait will remain on all of the State quarters. The first five states to be honored in 1999 will be Delaware, Pennsylvania, New Jersey, Georgia and Connecticut. The commemorative quarters will retain the same size, weight and metallic composition as the current Washington quarter. The current quarter reverse design will not be produced during the 10-year program.

### ADDITIONAL RESOURCES:

- For information about the United States Mint, please visit [/about/about](#).
- To subscribe to United States Mint electronic product notifications, news releases, and public statements, visit <https://catalog.usmint.gov/email-signup>.
- Sign up for [RSS Feeds](#) from the United States Mint and follow us on [Facebook](#), [Twitter](#), and [Pinterest](#).

# # #

*United States Mint – Connecting America through Coins*

---

### Contact

Press Inquiries: Office of Corporate Communications (202) 354-7222

Customer Service Information: (800) USA MINT (872-6468)

Tags:

Collect

Press Release

Quarter

State and Territory Quarters

**1-800-USA-MINT**

---

### SIGN UP FOR EMAIL UPDATES AND TEXT MESSAGE ALERTS ABOUT PRODUCTS

EMAIL ADDRESS

Subscribe

+1 ### ### ##

Sign Up

